



Vijay Krishnan-Vazhvelil

General Manager - India & Beyond

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Strategic business leader in lifestyle luxury hospitality with an out of the box thinking & a visionary of managing strategic growth and leadership in emerging markets and has intuitive expertise in soft & grand openings and managing unique high end lifestyle luxury hotels, resorts & safari lodges of business, leisure, golf & wildlife.

WORK EXPERIENCE

General Manager- India & Beyond Aramness Wildlife Luxury Safari Lodges

01/2021 - 08/2021

India

Building a brand with a South African company called Fox Browne Creative, great brands are sum of its intricate parts of service delivery.

www.aramness.com

- People are the heart of the brand with every single touchpoint, needs to be thought through from cup to conservation, attention to detail is the key of building brands - Aramness brand - our first project a luxury lifestyle wilderness resort just outside of Gir National Park in Gujarat, India.
- Other projects are at Pench & Bandhavgarh, Madhya Pradesh, Ranthambore, Rajasthan, Masai Mara, Kenya & Serengeti, Tanzania.
- The endeavour is to showcase the Asiatic Lions to the world & engage with local community to encourage conservation.
- Food would be to celebrate the local land, culture, ecosystem and way of living. Farm-to-Fork menus. Heritage-rich dining experience with sustainable practices through village-style cooking. Aramness is an ethos that believes in supporting local communities and farmers. The story is curated by Food Consultant Kamini Patel from Kitchen Therapy.

General Manager Windsor Golf Hotel & Country Club

11/2017 - 11/2020

Kenya

Relais & Chateaux Golf Resort 170 Rooms, Studio Suites, Villas & Residences

www.windsorgolfresort.com

- Windsor Room, Kingfisher Pool Bar, Library Lounge & The Place at Windsor; 8 Conference Rooms, 5 Wedding Venues & 40 Windsor Residences.
- Great Golf Resorts of the World - Elite Selection & CNN Travel : World's Best City Golf Hotel.
- The 18-hole championship Golf Course designed by Tom Macauley. Officially recommended resort of PGA of Europe.
- Bird Sanctuary curated by resident Ornithologist.
- Attended trade fairs at Berlin, London, Morocco & Dubai.
- Managed the Food & Drinks story with Chef Harold Serna-Akoto of Ghana.
- Redesigned the Resort with G1 Architecture for refurbishments.
- Signed the Expression of Interest with Hilton Hotels & Resorts for a conversion into Windsor Golf Hotel & Country Club as a Curio Collection by Hilton Golf Resort.

SKILLS

Luxury & Lifestyle Operations Maverick

Soft & Grand Opening Mastermind

Commercial Strategist

Strategic Marketer

Emerging Market Specialist

Revenue Analytics Expert

Conservation Champion

Organisational Leader

SPECIAL PROJECTS

Project Management & Training: Park Hyatt Dubai (03/2010 - 09/2010)

- Trained & Project managed for Foundation of Future Operations Program - Hyatt Revenue Leadership at Park Hyatt Dubai of SWA region of Hyatt Hotels International in 2010.

Project Management: Hyatt Call Centre (03/2011 - 09/2011)

- As Director of Marketing at Hyatt Hotels India: Project Work of the proprietary call centre business of reservations for India region & converted to third party call centre business to Genpact with 38% reduction of cost for the stakeholders at Grand Hyatt Berlin.

Soft & Grand - Pre Opening Hotel Operations (06/1995 - Present)

- 2 Oberoi Hotels & Resorts: The Trident Ahmedabad & The Trident Cochin - Task Support Executive - Rooms Division.
- 2 Le Meridien Hotels & Resorts - Starwood Hotels & Resorts - Le Royal Meridien Chennai & Le Meridien Kochi & Convention Centre - Task Support Manager - Rooms Division.
- Design Hotels - Brand of Starwood Hotels & Resorts - The Park Kochi - In the role of a General Manager.
- Design Hotels - General Manager & Area Director - Design Hotels - Unique partnership with Starwood Hotels & Resorts. Head of Conversion all Design Hotels to Starwood Brand in India.
- Alila Fort Bishangarh, Jaipur - In the role of a General Manager, part of Hyatt Hotels International.
- Aramness Wildlife Safari Lodges - In the role of General Manager - India & Beyond.

Alila Fort Bishangarh : Culinary & Drinks Unique Experiences Story (12/2016 - 11/2017) (12/2016 - 11/2017)

- Culinary & Drinks story was created & curated in the lines of Silk Route partnership with Celebrity Chef Ranveer Brar.
- Food designed in Mediterranean style with indigenous organic vegetable garden.
- Food speciality in Indian splendour of hunter cuisine with live sandpit and fire pit cooking.
- Modern Indian Tapas with an unique combination of Cigars, Cognacs & Champagne

WORK EXPERIENCE

General Manager

Alila Fort Bishangarh - Hyatt Hotels Corporation

08/2016 - 11/2017

Soft & Grand Opening General Manager, handling all the operation aspects of Alila Fort Bishangarh. # 60 All-Suite Luxury Resort plus 60 luxury tents.

India

www.alilahotels.com

- Perched magnificently upon a granite hill, the bold, striking architecture of Alila Fort Bishangarh appears seamlessly sculpted from the surrounding rustic terrain, overlooking 360-degree views of the impressive Rajasthani landscape.
- Alila means "Surprise" in Sanskrit, which suitably describes the refreshing character of Alila Fort Bishangarh and impressions of our guests when they stay with us.
- Alila Fort Bishangarh is a heritage fortress lovingly restored & transformed into a luxury resort. The original fort is left intact, with much care given to ecological restoration & the reconstruction of the new residential areas to recreate the courtly favour Shahpura's loyalty.
- Completed all pre-opening resort planning & execution of the critical path on WRIKE.
- Launched Alila Fort Bishangarh through media marketing blitz & at trade shows for the grand opening at New Delhi, Berlin, London & Singapore.

General Manager & Area Director Starwood Hotels & Resorts

12/2011 - 07/2016

Managed Design Hotels in India

India

www.designhotels.com

- General Manager : Conversion - The Anya Gurgaon : [#117] Member of Design Hotels - An unique partnership with Starwood Hotels & Resorts.
- Managed Design Hotels in India.
- Soft & Grand Opening General Manager & Area Director : The Park Bangalore [#109] The Park Kochi - [#175] The Park Vembanad Lake & Apsara Cruiser [#30] : Member of Design Hotels - An unique partnership with Starwood Hotels & Resorts.
- General Manager - Four Points by Sheraton City Square Jaipur : Hotel, Commercial & Retail Space [#119].
- Managed the refurbishment plan with the Owners of Four Points by Sheraton & Starwood Hotels and Resorts for Four Points by Sheraton Jaipur City Square.
- Attended Starwood Hotels & Resorts General Manager Strategy Meet in India.
- Participated in the workshop to enhance traction in Starwood Preferred Guest Program for India Market.
- Attended trade fairs at ATM Dubai, WTM London, ITB Berlin & ITB Singapore.
- Design Hotels : Unique Partnership with Starwood Hotels & Resorts - Food & Beverage was styled & conceived by Marije Vogelzang - Food Stylist from Netherlands.

SPECIAL PROJECTS

Aramness Wildlife Safari Lodges: Food Concepts (01/2021 - Present)

- Dishes to celebrate the local land, culture, ecosystem and way of living.
- Farm-to-Fork menus. Heritage-rich dining experience with sustainable practices through village-style cooking.
- The Majority of the menu is designed based on the vegetables and herbs organically grown in our garden patch or by local farms.
- Aramness is an ethos that believes in supporting local communities and farmers.

LEARNING & DEVELOPMENT

Scientific Expeditions for Conservation National Geographic

07/2021

India

Conservation Project Planning National Geographic

06/2021

India

Oceans Challenges & Solutions National Geographic

05/2021

India

Understanding Illegal Wildlife Trade National Geographic

05/2021

India

Prioritising Species & Spaces National Geographic

04/2021

India

Introduction to Conservation National Geographic

04/2021

India

HVS Workshop - Hospitality Leadership Starwood Hotels & Resorts

02/2017

India

Highlights

- Nurturing Leaders in Hotels & Resorts- Human Capital Engagement & Talent Management

Workshop to create unique Food & Beverage experiences The Park Kochi - Design Hotels

06/2012 - 06/2010

India

Highlights

- Workshop conducted by Marije Vogelzang on Food & Beverage eating designs

Anything but Ordinary - Customer Experience Journey The Park Kochi - Design Hotels

04/2012 - 04/2012

India

Highlights

- Rebranding workshop of Design Hotels with Landor

WORK EXPERIENCE

Director of Marketing Hyatt Hotels Corporation

11/2008 - 12/2011

India, Germany* & United Arab Emirates*

Director of Marketing : Responsible for Hyatt company's marketing, revenue management and communications & sales strategies, as well as overall branding and distribution strategies.

www.hyatt.com

- Top RMSI ranking for the year 2009, 10 & 11 in Kolkata City Hotel [#233].
- Developed the Strategic Business plan (Sales Plan, Electronic Marketing Plan, Food & Beverage Plan, Rooms & Spa Plan, Marketing & Communication Plan for Hyatt Regency Kolkata for 2009, 2010, 2011 & 2012.
- Preparation of calendar of campaigns and events, set the marketing budget.
- Marketing & Communications team, Revenue Management team, Field Sales team, Convention & Catering Services team reports to this position.
- Proactively conducting opportunity analysis through various Electronic Marketing reports such as Hotelligence, Futurepace, Search view, Rate view & Smith Travel Reports by keeping abreast of market trends and competitor moves to achieve market-share metrics.
- Attended all Hyatt Trade Fairs across the globe.

Director of Sales & Marketing The Park Chennai - Member of Design Hotels

03/2006 - 11/2008

India

Design Hotels are your handpicked boutique and design-driven luxury hotels across the globe

www.designhotels.com

- Member of the Executive Team looking after as a Leader of Sales & Marketing and Revenue Management functions of The Park Chennai [#214].
- Achieved Market Penetration Index No:1 position in Chennai market in 2007 -08.
- Have registered the highest growth in RevPar growth in Chennai Market i.e.29% YOY growth 2007 -08.
- Exceeded the overall budgets for the year 2007-08 with a growth in revenue 29% over year 2006-07
- Food & Beverage spots & Spa exceeded the overall budgets for the year 2006-07 with a growth in revenue of 33% over year 2005-06. Curated food pop-up shows with Chef Willi Wilson.
- Worked on a project for up gradation of The Park Hotels Loyalty Marketing Program : Preferred at the Park.
- Launched the night club called "Pasha" & the bar called "Leather Bar" with loads of fanfare.
- Formulated & Conducted Sales Training Program for The Park Hotels, India.
- Designed one to one commercial contacts in feeder markets such as Mumbai & New Delhi in Corporate & Leisure market segments.
- Attended trade fairs at London, Berlin & Singapore.

LEARNING & DEVELOPMENT

Smart Sell Training Program I,II,III & IV - Training program

Hyatt Hotels Corporation

08/2010 - 10/2010

India & United Arab Emirates

Highlights

- Conducted by Claviga International for Sales for Hyatt Hotels Corporation at Mumbai, New Delhi & Dubai.

Certification in Hyatt Revenue Management Leadership Program

Hyatt Hotels Corporation

04/2010 - 06/2010

United Arab Emirates

Highlights

- Training & Marketing Workshop by Hyatt Worldwide Leadership Team on Strategic Marketing Operations & Revenue Management – Foundation of the Future Operations Management Program at Park Hyatt Dubai.

Hyatt Rate & Inventory Management Learning Course : 85 Percentile Marks

Hyatt Hotels Corporation

01/2010 - 03/2010

India & United Arab Emirates

Highlights

- Certificate of Merit by Hyatt Hotels & Resorts, Revenue Management, International Operations

Hyatt e Learning Revenue Management Course (12/2009 - 12/2009)

Hyatt Hotels Corporation

12/2009 - 12/2009

India

Highlights

- Training Program by Hyatt Leadership Network.

Hospitality World The Park Chennai - Design Hotels

04/2006 - 04/2006

India

Highlights

- Selling Skills Training Program by Design Hotels

Crucial Conversations Training Program Starwood Hotels & Resorts

03/2003 - 03/2003

India

Highlights

- Negotiation skills by Leadership Resources (India) Pvt. Ltd.

Consultative Selling Skills & Account Management Training Program (04/2002 - 04/2002)

Le Meridien - Starwood Hotels & Resorts

04/2002 - 04/2002

France

Highlights

- Conducted by Institut International Meridien, Paris

WORK EXPERIENCE

Corporate Services & Expenses Management Consultant

American Express Bank

01/2004 - 03/2006

Singapore & India

Strategic Leader of the core group of Expense Management Solutions
Team of American Express Global Corporate Services in India

www.americanexpress.com

- Total Portfolio : USD 25 Million.
- Opened the first Global Corporate Services Office in Chennai.
- Heading Global Corporate Services Chennai Office in mid & large market portfolio.
- Handled the global large market account: Goldman Sachs from Singapore.
- Identifying & implementing right solutions & practices for Corporations to control Travel & Entertainment Expenses.

Assistant Sales Manager Starwood Hotels & Resorts

05/1999 - 01/2004

Bangalore, Chennai & Kochi

Executive Team Member formulating the Sales Strategies and Revenue Management Tactics for the unit of Le Meridien Bangalore.

www.le-meridien.marriott.com

- Joined Le Meridien Bangalore as Sales Executive in May 1999, was promoted as Sr. Sales Executive in April 2000, was promoted as Assistant Manager Sales in April 2001 & was promoted as Assistant Sales Manager in April 2003 reporting to Director Sales & Marketing.
- Pre-Opening Support Task Manager in Reservations, Rooms, Revenue Management, Sales & Marketing at Le Royal Meridien Chennai & Le Meridien Hotel & Convention Centre Kochi.
- Participated in Meridien Awareness Week (MAW) Road Show in Indian cities.
- Task Manager for the Le Meridien Hotels & Resorts Toll-Free Reservation Systems

Assistant Manager Oberoi Hotels & Resorts

07/1995 - 05/1999

Mumbai, Kochi & Ahmedabad

Member of the Rooms & Reservations team at the Oberoi Mumbai.

www.oberoihotels.com

- Member of pre-opening team at the Trident Ahmedabad in Food & Beverages and Sales & Marketing Departments.
- Member of the Executive Team at the Trident Cochin as Assistant Manager - Sales.
- Part of the project team of Opera upgrade at The Oberoi Mumbai & The Oberoi Towers
- The Oberoi Mumbai : Hotel Keys 335, 7 - Food & Beverage Outlets.
- The Trident Cochin : Hotel Keys 88, 5 - Food & Beverage Outlets.
- The Trident Ahmedabad : Hotel Keys 91, 5 - Food & Beverage Outlets.

LEARNING & DEVELOPMENT

Revenue Management Program Training Program

Le Meridien - Starwood Hotels & Resorts

12/2001 - 12/2001

France

Highlights

- Conducted by Institut International Meridien, Paris

Commitment to Excellence Training Program on Guest Experiences

Le Meridien - Starwood Hotels & Resorts

04/2000 - 04/2000

France

Highlights

- Conducted by Institut International Meridien, Paris

EDUCATION

Soft & Grand Opening: Hotels & Resorts Ecole Hôtelière de Lausanne

09/2012

Switzerland

Courses

- Management Development Program
- Soft & Grand Opening's of Hotels & Resorts, Set up of Best Optimised Operations Practices, Critical Path Timelines, Website Management, Revenue Management, Procurement of FFE & OSE, Recruitment, Training, Strategic Marketing Functions of the Opening, Positioning of the product & Social Media Marketing.

Hospitality Administration & Leadership Program Strathmore University

08/2019

Kenya

Courses

- Management Development Program
- Competitive Strategy for Hospitality Industry, Hospitality Digital Environment, People Management in the Hospitality, Industry Performance, Management Data-driven decision making, Revenue Management, Global Hospitality Business & Change Management

ACHIEVEMENTS, HONORS & AWARDS

His Excellency President of Kenya Uhuru Kenyatta
(07/2019 - 07/2019)

Hosted President - Infrastructure Development Conference Africa Region

UN Deputy General Secretary Ms. Amina J Mohammed
(03/2018 - 04/2018)

Hosted UNDGS for the Security Council Meeting of Africa Region

Conde Nast Traveler Readers Choice Awards
(07/2017 - 08/2018)

Alila Fort Bishangarh : Ranked 11 in 50 Globally renowned Luxury Resorts

Oulook Traveler: Boutique Hotel Award
(07/2017 - 07/2018)

Alila Fort Bishangarh: Adjudged the winner in the luxury boutique category.

Gurgaon Fashion Week (12/2015 - 12/2015)

Signed & hosted the first Gurgaon Fashion Week for Design Hotels with Starwood & Volvo Motors

Chief Guest from The Park Hotels - Design Hotels
(03/2016 - 03/2016)

The Park Bangalore - Member of Design Hotels National Conference on "Entrepreneurial Challenges & Opportunities in Hospitality & Tourism Industry" at Ramiah College

First FIFA Friendly in India - Argentina vs Venezuela
(07/2011 - 07/2011)

Signed & hosted the first FIFA friendly match in Salt Lake Stadium in Kolkata between Argentina Football Team & Venezuela Football Team. Star attraction of the visit was hosting Lionel Messi & team members at Hyatt Regency Kolkata

Chennai Open -First International ATP Tournament
(01/2007 - 01/2008)

Signed & hosted first International ATP Tournament - Chennai Open with IMG for The Park Chennai, Design Hotels

Certificate of Merit - The Gallup Great Work Place Award
(01/2007 - 01/2008)

Design Hotels - Awarded by Chairperson & Managing Director - The Park Hotels.

UN Ambassador: Roger Federer visit to Chennai
(12/2006 - 12/2006)

Signed & hosted United Nations Ambassador Mr. Roger Federer during his visit on the second anniversary of Indian Ocean Tsunami Relief Activities in December 2006 at The Park Chennai, Design Hotels

Chief Guest at a National Level Seminar in Sarosh Institute of Hotel Administration (11/2006 - 11/2006)
(11/2006 - 11/2006)

The Park Chennai - Member of Design Hotels Enhancing Guests Hospitality Experiences Represented The Park hotels : Member of Design Hotels

United Nations - Worldwide Communication Meet
(10/2006 - 10/2006)

Signed & hosted the United Nations - Worldwide Communication Meet led by Mr. Shashi Tharoor at The Park Chennai, Design Hotels

Indian Cricket Team - World Cup Preparations 2003
South Africa (10/2002 - 01/2003)

Signed Contract & Hosted the Indian Cricket team during its preparatory days of 80 days at Le Meridien Bangalore led by Mr. Sourav Ganguly & coached by Mr. John Wright

Best Employee Award (01/1998 - 12/1998)

Recognised as "Best Employee" at The Oberoi Mumbai

Core Team Member - Michael Jackson visit to Mumbai
(11/1996 - 11/1996)

Welcomed & hosted the pop star Michael Jackson at The Oberoi Mumbai.

Certificate of Merit - Student Award (02/1995 - 05/1995)

Market Feasibility Project Work with 89 percentile marks from Mangalore University.

EDUCATION

Managing Strategic Growth & Leadership in Emerging Markets in Hotels & Resorts
Cornell University

07/2007

United States

Courses

- Management Development Program

- To run hotel business profitable in Emerging Markets, Development, Human Resources, Marketing, Operations, Branding...

Bachelors in Hotel Management
Mangalore University

06/1992 - 07/1995

India

Courses

- Hotel Management, Projects in Operations - Rooms Division, Food & Beverage Service Department, Hotel Marketing

X Standard

Perks Matriculation Higher Secondary School

06/1990 - 04/1992

India

Courses

- History, Accounting, Commerce & Statistics

VOLUNTEER ORGANIZATIONS

Madras Cricket Club (10/2006 - 10/2007)

Member - Hospitality Coordination

LANGUAGES

English
Full Professional Proficiency

Hindi
Full Professional Proficiency

Tamil
Full Professional Proficiency

Malayalam
Full Professional Proficiency

Spanish
Elementary Proficiency

Japanese
Elementary Proficiency

Kiswahili
Elementary Proficiency

German
Elementary Proficiency

INTERESTS

Formula 1

Cricket

Football

Tennis

Golf

Hotel Designs

Project Management

Reading

Chess

Single Malt Connoisseur